



Team's charge - Actions

- Recruit and encourage champions from among the state transportation stakeholders for summit action plan implementation.
- Establish performance measures for effectiveness of the public involvement process and evaluate those measures.
- Create a formal mechanism that allows for effective two-way communication to the public in a timely manner.
- Create a speakers bureau that includes MDOT, MML CRAM, legislators, transit, etc. to actively seek opportunities to educate students and the general public on transportation issues.

Team's charge - Actions

- Conduct research to define the target audience and develop an understanding of who they are and what are their needs.
- Develop a comprehensive strategy to increase awareness of the current transportation funding crisis.
- Examine and improve mechanism allowing for easy, on-going input and feedback from the public including informing the public of the availability of auxiliary, aids and services and inviting the public from the beginning.
- Improve coordination of public involvement and education programs at state, county and local levels to reduce duplication and address gaps.

High Level Team Process

- Held 14 meetings and brainstormed ideas
- Shared personal experiences with public involvement
- Brought in Speakers to discuss Public Involvement
- Researched and gathered information about Public Involvement
- Developed the Communication Implementation Plan

Implementation Plan Summary

Recruit and encourage champions from among the state transportation stakeholders for summit action plan implementation.

- Identify Key Transportation Stakeholders & Champions
- Work with current stakeholders and champions to continue implementation
- Recruit new champions with diversity as a goal

Implementation Plan Summary

Establish performance measures for effectiveness of the public involvement process and evaluate those measures.

- Develop a Telephone survey/post card evaluation
- Develop an evaluation form for the public meeting
- **Recommendation:** Have Champions and Stakeholders use these performance measures

Implementation Plan Summary

Develop a comprehensive strategy that is accessible & culturally sensitive (plan) that will improve coordination of public involvement and education programs at state, county, and local levels that reduces duplication and addresses gaps. The plan should include a speaker's bureau that includes MDOT, MML, CRAM, Legislators, Transit, etc to actively seek opportunities to educate students and the general public on transportation issues.

- Identify Key messages, target audience & delivery method
- Develop request letter (mechanism) to get examples of public involvement procedures from other agencies
- Develop training materials/programs w/ standard Messages
- Develop Speakers' Bureau team

Implementation Plan Summary

Conduct research to define the target audience and develop an understanding of who they are and what are their needs.

- Develop a mechanism to ask Key stakeholders who are their customers, what are their needs, how do they communicate with their customers
- Use existing data to define audiences
- Talk with Transit providers and Civic groups to identify their customers
- Develop a Customer needs survey form

Implementation Plan Summary

Create consistent, clear, accurate guidelines enabling 2-way communication among and between various agencies, groups and individuals. Encourage early, frequent, and collaborative involvement throughout all project/planning phases.

- Create guidelines to promote partnerships to encourage frequent and collaborative involvement with traditional and non-traditional transportation partners

Our Charge to You

Review, give feedback, and use the following forms:

- List of Transportation Stakeholders/Champions
- Telephone/post card survey
- Meeting Evaluation form
- Key Messages & Target Audience
- Best Practices for Public Meetings
- 10 Steps for citizen involvement
- Customer Needs Survey

Next Steps

- Recruit new members for Communication Action Team
- Have Participants fill out the Customer Needs Survey
- Complete Guidelines that promote effective 2 way communications
- Obtain feedback on the current recommendations and continue to develop
- Encourage Champions/Stakeholder to use the Best Practice Template